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**SYSTEM AND METHOD FOR DYNAMICALLY  
ADAPTING A BANNER ADVERTISEMENT  
TO THE CONTENT OF A WEB PAGE**

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**ABSTRACT OF THE INVENTION**

An adaptive advertising system can be used in the context of an Internet environment. Transparently to the user, the system continuously operates in the background to adapt banner advertisements based on the page content, surrounding content, and specific categorization or keywords provided by a domain specific repository. The system is generally comprised of a banner display module, a keyword analyzer, an ad proxy router, an ad server, a banner advertising manager, an ad search engine, an indexer, an ad repository, an ad index repository, an advertiser site repository, and optionally a domain specific repository. The keyword analyzer analyzes the page content, and the banner display module determines the desirability of associating the advertisement with the page. If the banner display module determines that such an association does not adversely impact the advertiser's image, the banner display module selectively displays the advertisement. Otherwise, the banner display module suppresses the advertisement.